

Groceries Methods—Fair and Unfair

As you probably know, we have never "baited" the public to trade at this store by the use of "leaders."

We have felt that to induce buying by any such methods was unfair.

It has been our policy to buy goods in quantities sufficiently large to obtain lowest prices—add our comparatively small percentage of profit to the cost and to offer every item on this basis.

The contrary policy is to select one or more articles, which may be offered at cost to attract attention, with the idea that when buying leaders customers will also purchase other items bearing enormous profits—thus more than offsetting the loss of profit on the cut-price leaders.

If the public would buy only the "leaders," and stop there, this practice would soon cease.

If you "buy at Jackson's" you may not find our prices lower on every item than you may obtain elsewhere, but in the aggregate we will "stretch your dollars."

Come in and see for yourself; ask the price; sample the goods. We like to answer questions and "show up" the excellent quality to be found in this store.



GOV. MILLS NAMES DRY FARM DELEGATES

Santa Fe, N. M., Sept. 6.—Governor Mills has appointed the following delegates to the Dry Farming congress at Colorado Springs: W. E. Garrison, Agricultural college; Isaac Barth, Albuquerque; J. P. Porter, Estancia; John W. Corbett, Mountainair; Charles Schreck, Los Pinos; Rex E. Willard, Agricultural college; and Clarence A. Probert, Taos.

The following appointments have been announced by Governor Mills: Jefferson Reynolds, of Las Vegas, a member of the board of trustees of the New Mexico Insane asylum; Frank W. Clancy, of Albuquerque, a regent of the university of New Mexico; R. E. McBride, of Las Cruces, a regent of the Agricultural college; W. A. Fleming Jones, a regent of the New Mexico school of mines; F. G. Tracy of Chisnad, was appointed a delegate to the public lands convention.

Yellow complexion, pimples and disfiguring blemishes on the face or body can be gotten rid of by doctoring the liver, which is torpid. HERBINE is a powerful liver correctant. It purifies the system, stimulates the vital organs and puts the body in fine vigorous condition. Price 50c. Sold by Scott White & Co., 244 Mills, and Depot Pharmacy.

CANANEA MAN LOSES ARM IN ACCIDENT

Cananea, Son. Mex., Sept. 6.—Charles Peretval, an employe of the Cananea Consolidated Copper company, in charge of the ore spreading beds which handle the concentrates, had the misfortune to fall into the belt conveyor while at work and had an arm so badly mangled that it had to be amputated. He also received numerous bruises about the body.

EL PASO TELLS HER TROUBLES

To the "Want" Columns of The Herald. When there's an unexpected vacancy in the office or factory force, it's a Herald Want Ad that gives notice.

When there's something valuable lost or a tenant leaves, a call to El 116, Auto 1115, tells the news.

El Paso has learned that Herald "Want" Ads are the best resort in an emergency.

5-Good New Ones-5

"The Carpet From Bagdad" \$1.25
By HAROLD MAC GRATH

"The Harvester" \$1.35
By PORTER, Author of "Freckles"

"The Ne'er Do Well" . . . \$1.25
By REX BEACH

"The Common Law" . . . \$1.40
By CHAMBERS

"The Winning of Barbara Worth" \$1.30
By HAROLD BELL WRIGHT

Tel. 496 International Book & Stationery Co. Tel. 496
School Supplies EVERYTHING FOR THE OFFICE Sporting Goods

This Early We Are Well Equipped to Supply Your Every Want

NO previous season have we been in position so early in the season to furnish such a complete array of dominant style garments. Our buyers, early in the market, demanded early shipments, placing us in position now to furnish if necessary the stylish woman's complete fall and winter outfit. Hundreds of beautiful new Costumes, Dresses, Suits, Waists, Separate Skirts and Coats are awaiting inspection.

Tailored Suits--All Prices

Whether it be a popular-priced suit, from \$16.50 to \$34.50, or the finer ones marked at \$44.50, \$59.50 and upward to \$97.50, we are more than well prepared to meet every demand.

(See window display of new suits.)

Misses' Tailored Wool Suits

Mothers busy getting the young ladies ready to depart for College should see these late arrivals in suits.

SMALL SIZE SUITS. Tailored wool suits for misses and women of small stature. Made of serges, diagonal chevots, fancy mixtures and English worsteds. Great variety of selection now in stock. Prices \$16.50 to \$44.50.

New Velvet Dresses \$16.50

A splendid value in new dresses. The skirt made of excellent quality costume velvet with embroidered and braided chiffon waist. Colors brown, navy and black. This is a very stylish dress, and exceptional value at \$16.50.

Separate Coats

Some very nobby models are now shown for the first time made of heavy Scotch tweed plain on one side and plaid on the other, large sailor collars, prices \$24.50 down to \$15.50.

The New Corsets

In our Corset Department you will now find many of the new season's models on display and sale. The new corsets are extremely low bust models with the extreme length of hip about the same as in past seasons. This style is created to meet the requirements of the prevailing Empire modes in dress.

BRASSIERES, which are a necessity with the low bust corset, are now shown at 50c up to \$2.00.



New Misses' Dresses

Misses' dresses made of French serge, diagonal chevots, fancy worsteds, etc., the new Empire models with sailor collar, marked at \$7.95 up to \$34.50.

Newest in Girls' Dresses

New styles in girls' dresses, for all ages from 6 to 14 years, including middie blouse and Peter Thompson models, made of serges, shepherd checks, challies and other popular materials, marked from \$3.50 up to \$14.50. (See these)

"Semy-Mayde" Dresses For Children \$1.10 and \$1.35

Nothing to Do But the Sewing

Something that is entirely new. They will be particularly pleasing to mothers who delight to dress their girls in frocks of their own handiwork. Each dress is put up in a package containing the material, trimmings, hooks, eyes, buttons and a card of instructions. The material has been cut by a well known New York dressmaking organization and all that remains to be done is the sewing. There are 8 styles to select from and a large assortment of different fabrics. Percale dresses, all sizes from 4 to 14, price \$1.10. Scotch zephyr gingham dresses, sizes 4 to 14, price \$1.35.

New Veils and Veilings

Fancy mesh, lace and chiffon veils, in the square, drape and automobile styles, in an endless variety of shades. Strong hair veilings, plain net, fancy mesh and chiffon, in the season's best shades.

Extra Special!

Full length bordered chiffon veils, black, white and colors, worth \$1.50, special Thursday 95c

Start This Month With a White Felt Hat

There has been no style produced in recent years that has met with such universal favor as have the new White Felt Hats. They have a dash and style not possessed by other hats, are chic and attractive yet sold at a price to satisfy the moderate purse. We have undoubtedly the largest collection shown in El Paso, have every shape from the small "Folly" styles to the large "Sombbrero" effects, and every price from

\$1.50 Up to \$15.00

For men we now show all the new Fall styles in hand tailored suits from Hart, Schaffner & Marx and Rogers Peet & Co. For the boys "High School" brand from \$12.50 to \$18.00.

Everything for the School Boy

The Popular DRY GOODS CO., INC.

Everything for the School Girl

Opening Display Rug Department



Fall Season 1911

The Five Mesa Ave. Windows Are Filled With Rugs

See the \$550 Persian Sarouk It Is a Wonder

Rugs and Draperies

The Place They Occupy in the Modern Home

WE are strongly featuring our Rug Department just now, as the importance of floor coverings is being felt more and more in the proper selection of interior decorative effects.

In the furnishing of a home, where the harmonious blending of colors plays so important a part, our experience is at your service. We will gladly aid you in selecting combinations.

THERE is no need that you should go to a great distance to furnish your home. This store stands ready at all times to serve you. Our stocks are representative and selected with discerning care. We buy in quantities, which enables us to secure many advantages in price. The saving is apparent in the list below.

Oriental Rugs

Persian Hamadans from \$ 9.00 Turkish Shirvans .from \$35.00
Kazakjarsfrom \$12.50 Kurdistansfrom \$30.00
Beloochistansfrom \$17.00 Turkish Kazaksfrom \$45.00
PERSIAN SAROUKSfrom \$75.50

Domestic Rugs

Felteroef Wilton Velvet, 9x12 size . . . \$57.50
Felteroef Wilton, 9x12 size \$40.00
Wilton rugs, 9x12 \$29.50

Sanford Axminsters "Cres" Grass Rugs
9x12 seamless \$29.50 9x12, plain \$8.75
9x12 seamed \$23.50 9x12, figured \$9.50
8-3x10-6 \$19.00 8x10, plain \$6.50
6x9 \$15.00 8x10, figured \$7.25
(also smaller sizes) 6x9, plain \$4.75
Smith Axminsters 6x9, figured \$5.25
9x12 \$23.50 36x72, plain \$1.50; fig. \$1.75
8-3x10-6 \$19.00 27x54, plain \$1.00
6x9 \$13.50 18x36, plain 50c
36x72 \$4.00
27x54 \$2.45

Saxony Axminsters Granite Squares
9x12 \$19.50 9x12 \$4.00
8-3x10-6 \$17.50 9x10-2 \$3.50
36x72 \$3.75

Draperies Section

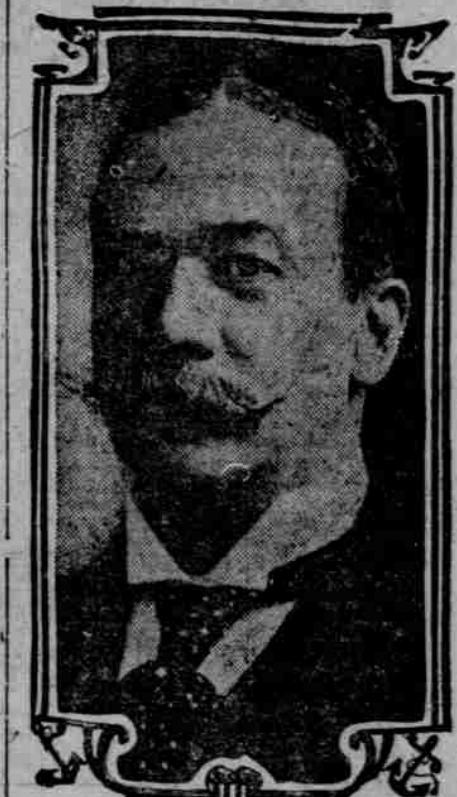
OUR fall selections in drapery fabrics are now on display. Our stock this fall is greater than ever before in keeping with our enlarged Drapery Department.

PORTIERES—ranging in price from \$1.75 to \$16.50 a pair, embracing every conceivable style from the single door portiere to the handsome two-tone silk hangings that are so popular now.

COUCH COVERS—from 80c to \$15.00 each.
TABLE COVERS—from 50c to \$8.50 each.
CRETONES—both imported and domestic, from 10c to \$1.00 per yard.
BAGDAD COUCH COVERING—40c, 50c, and 65c per yard.
PLAIN AND FIGURED REPP—50c, 75c and 85c per yard.
FRIARS AND DRUIDS CLOTH—for heavy draperies, magnificent for stenciling.
MERCERIZED POPLIN—50 inches wide, in all the newest art shades, \$1.50 per yard.
(See Mesa Avenue window display of rugs.)

The Popular DRY GOODS CO., INC.

David Jane Hill Retiring Ambassador To German Capital



For Rent—29,000 Acres of Best Grazing

land in New Mexico. Divided in three pastures. Splendid fence and all improvements. A splendid money-making mile-raising proposition. Address T. W. Hanns, Lamy, N. M.

ALPINE BOY ONLY TEXAN WHO PASSED

The Others Were Unable to Stand Examination For Naval Service

Alpine, Texas, Sept. 6.—James Franklin Battles, of Alpine, was the only native Texan accepted in the last examination in San Antonio for recruits for the United States navy. He was the only Texan coming up to the physical requirements, and only two others passed successfully and were accepted. A farewell meeting will be held tonight at the Methodist church to tell some of the young people goodbye on the eve of their departure for distant schools. Notable among these is Miss Mattie Anderson, who goes for a two-years' course in the Scarritt Bible and Training school in Kansas City, to be educated as a deaconess. Clifton Ferguson leaves for Fort Worth to re-enter the Texas Christian university. Mr. Ferguson is to be editor this coming scholastic year of the university paper, "The Skiff."

The Alpine Christian Sunday school is one of the 15 "gold seal" schools in Texas. There are only 311 such schools in the United States. The Alpine Independent district board of school trustees has adopted a resolution requiring every teacher to stand a physical examination at the hands of the county health physician to determine whether they have any contagious disease. I. S. Tobey, who is with the Kansas City, Mexico & Orient Railway company at this point, has removed his family here to take up their permanent residence. The Orient is already bringing in a large number of new people. Sam Harris, a cowboy, became tangled in his rope and was thrown violently, sustaining a fractured skull. He was unconscious for many hours, and his condition continues serious. The Brotherhood of Young Christian Fellows had a supper last night at their new club rooms on Railroad avenue, south side. Louis Hinkle, a young merchant of Alpine, and Miss Elliott, of Kinney county, were married at Fehlis, in that

county, yesterday, and will come to Alpine to reside. Oliver Billingsley, a young ranchman of Brewster and Presidio counties, was married today in San Antonio to Miss Kilgore, a niece of Jim P. Wilson, of Alpine. They will make their home on the groom's Presidio county ranch. O. L. Shipman and his bride, nee Miss A. R. P. Rian, who were married August 30 in El Paso, have returned from a trip to Cloudercroft, and are now at home in Alpine. J. L. Griffith sold his home place in Alpine to Newt Gourley for \$4000. Alpine has had fine rains.

CHILD INJURED BY KICK OF A HORSE

Clint, Texas, Sept. 6.—The 4-year-old child of Mrs. Johns was kicked by a horse at the R. W. Love ranch and seriously hurt about the face. Dr. White, of Yuleta, was called and dressed the wound, it requiring seven stitches to close the wound, which was across the chin and upper lip. Mrs. Johns is a daughter of Mrs. A. T. Colman, and was visiting at the Love home. The Clint Telephone company has added to the switchboard an "interrupter" which does away with the old fashioned hand generator system. The Clint Mercantile company, until recently owned by C. N. Bassett and others, has been sold to Mr. Varn, of El Paso, the latter taking charge Monday.

Mr. Mary Manning Crapps will depart for Chihuahua, Mexico, Thursday morning, where she will meet a brother, Lee Manning, who will accompany her to this place. At a meeting of the Clint ditch, Doan R. P. Richardson and K. N. Downing were placed on the committee for the coming year, and Sam Carr made superintendent of the Saltrall ditch. Mrs. Mary Manning Crapps and sister will depart soon for a trip around the world, expecting to be gone 90 days. Joe Koen was called to Deming, N. M., last week by the death of his mother. Miss Jose Silva left Tuesday morning for El Paso, where she will attend school again this year. Miss Stahlman will be a student at the El Paso School for Girls.

Herald Ads Pay